

ABSTRACT

A method and system for placing an order for an item via the Internet. The item may be related to the subject matter of a first site being visited by a user or may be related to the subject matter of a purchase transaction conducted by the user on the first site. The first site issues a request to a second site to provide a related item from purchase by the user. The second site provides a display component having actuation ^{UNIT} means thereon for the user to assent to or decline the purchase of the related item. If the user declines the item, the display component is removed. If the user assents to the purchase of the item, the second site receives the billing and user information from the first site in a secure fashion, and the item is delivered to the user either by the second site or by outsourcing.